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What is claimed is:

1. In a snowboard, luminescent snowboard, comprising:

a permanent magnet which is rotatably installed in an upper portion of the deck by

5 a rotation wing having the same rotary shaft;

an induction coil which is fixedly installed in a surrounding portion of the permanent magnet; and

a luminescent unit with a light emitting diode which is connected with an extension of the induction coil.

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2. The luminescent snowboard as recited in claim 1, wherein the permanent magnet, induction coil and luminescent unit are installed inside of the housing combined with the upper of the deck.

15 3. The luminescent snowboard as recited in claim 2, wherein the upper of the housing includes transmission windows through which a light of the light emitting diode transmits to the outside.